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DO \$^s INTEREST YOU



THE KEY TO GREATER PROFITS

GREENINGS BLAZE THE WAY

The commercial orchardist has for years been increasingly insistent in his search for improved strains of fruit trees.

Better fruits can come only from better trees, correctly fertilized, pruned and cultivated. Back of these trees must be parent trees of proved character and performance.

GROW THEM BETTER

has ever been the objective of our work. Under the most advanced methods of the time, we grew only the best.

That our efforts have been rewarded is evidenced in that—from a single rented acre—where J. C. W. Greening founded this business in 1850—1700 fertile acres, in a favored climate, are now used to produce the necessary stock for our annual sales requirements.

THE GREENING NURSERY COMPANY

in the production of millions of trees and in years of close study of desirable "parent trees" have proved that the secret of further tree betterment lies in the practice of "bud selection."

WHAT IS BUD SELECTION?

The potato—with which everyone is familiar—is the most commonly known illustration of bud selection.

The method of dividing the parent potato,—or seed potato as it is known—into pieces carrying so many buds or eyes, for planting, is comparable to the processes of budding and grafting as performed by the nurseryman.

The eyes from a known variety of potato, will come true—that is—the resulting plant will be the same as the variety from which the eyes were cut.

The potato will not come true from seed, which fact exists with fruit trees, because of the mixing factors of wind and insects at the time the tree is in flower.

Thus, the nurseryman resorts to the process of budding and grafting on proved, vigorous type roots to perpetuate and increase the number of the known variety.

Everyone knows that from the original potato or "Solanum tuberosum," that the process of selection of parent stock—which is nothing other than bud or eye selection—that vastly increased yields have been obtained, together with improved quality.

This proved process of perpetuation by vegetative reproduction as in the potato, is the important basic foundation of Greening Research and Practice.

Starting with this undisputed and endorsed result in potatoes, the Greening Nursery Company has applied the practice to the betterment of fruit trees with the result that we have proved the accuracy and constructive value of our foundational ideas.

WHERE THE PROFIT COMES IN

The business of Fruit Growing is an investment of time and money over a cycle of years that is many times that of the "purebred-high producing dairy cow."

Everywhere "pedigree" live stock holds undisputed reputation of superiority over scrabs.

The dairy, (properly conducted) is a factory with cows as the machines and the efficiency and profit of these machines are measured by their ability to take on raw material and turn out the finished product—viz.—milk.

Because of the fact that all improved animal results are obtained by selection—back of the ability to produce must be selection and re-selection for generation after generation of parents of outstanding capacity and character.

If the man who practices modern dairying, can afford to put thousands of dollars into these cow machines and make big money thereby, when the cow cycle at best is but a few years, how much more important then, is the use of trees of known and proved quality also capacity for production.

GREENING'S SUPER-SELECTED STRAINS OF FRUIT TREES

are in truth entitled to the distinction of "pedigree" trees, just as definitely as are the family records of the cows referred to above.

When you plant an orchard—where the cycle carries on into succeeding generations—you are investing land, time and money, in a business where if you use scrub machines, you don't learn that fact for years, while, if a cow does not produce, you can "beef" her in a short time and get something for your time and money—but with the apple tree, you have invested fully as much time as the average cow cycle of production and you are at the starting place of years ago—with but a small quantity of poor grownd that does not pay for the cutting.

THOUSANDS OF TREES RECORDED

The far reaching quest for desirable parent trees or stock, has carried our records to an extent that has never been equalled or perhaps never will be, because we were the pioneers—having started this work more than a quarter of a century ago and recording since 1917. We had spent many thousands of dollars and years of time before any other firm or agency even thought of the method.

Indeed it was the work and results of Greenings Research that brought State and commercial agencies into parallel research.

Limb variations or "Limb Sports" have been known and their performance observed for years, but the best of the "old line" nurserymen and horticulturists could not be convinced that better trees could be produced thru the practice of "bud selection"—and being "old line" operators, they would not consider—and even opposed "bud selection" as a practice in the betterment of strains.

They ridiculed our suggestions for tree betterment, but we persisted in our methods, even though we knew that the penalty of leadership was the fierce white light of publicity. Since the beginning of time, the passions of envy, fear, greed, have ruled the actions of the imitating few. Spiteful voices have ever been raised against the "doer" for he has set a standard of performance that they cannot—with their non-progressive methods—hope to equal.

Many years ago, The Greening Nursery Company established a Department of Research, and a system of practice that involved the study of thousands of trees in widely separated districts. Limb variations, tree habits, (as to annual bearing or indifferent fruiting), color of fruit, tree shapes, prolificness, leaf color and habit, hardiness, and other points of value, were recorded and checked again and again, year after year, to establish indisputable proof of Superiority.

THESE TREES ARE THE PROVED PARENT TREES OF GREENING'S SUPER-SELECTED STRAINS OF FRUIT TREES

They Eliminate — Chance — In Planting

THEY MEAN

Success in Fruit Growing

The Highest Quality Fruits

Extra Dividend Dollars

Permanent Business—Thru Satisfied Buyers

GREENING'S MAMMOTH CELLARS

(Pictured Below)

Growing and perfecting a tree or plant does not end the service of the nurseryman. The trees or plants for your orders must be dug—assorted—in special—packed and shipped in the best possible manner.

The ever increasing demand for Greening Nursery Products requires one of the world's largest buildings, devoted to current Nursery practice.

Every convenience of machinery, proper materials, the work of skilled workmen—all contribute to the best possible Nursery products. We invite you to come and see these mammoth buildings and our nurseries. You would find such a visit interesting and profitable.

THE UNITED STATES DEPARTMENT OF AGRICULTURE ENDORSES

Prof. A. D. Shamel, Physiologist, Bureau of Plant Industry, Horticultural Investigations, had proved by the unlimited resources at his command in the Federal Department of Agricultural Research, that the very thing we had demonstrated with deciduous fruits, had been proved not only true, but practical and very profitable with citrus fruits.

Prof. Shamel, whose work in the advancement of citrus fruit strains has made millions for California growers upon reading Greening's publication on improvement by bud selection — entitled the "Voice of The Orchards," wrote us as follows:

UNITED STATES DEPARTMENT OF AGRICULTURE

Bureau of Plant Industry, Riverside, Calif., 10 January 1927

The Greening Nursery Company, Monroe, Michigan.

Gentlemen:

I have just received and read with great interest and pleasure your publication "The Voice of the Orchards," by Mr. Roy E. Gibson.

I feel that this is one of the most important publications in horticultural literature. Our experience is directly confirmatory of yours and we have much additional evidence, both scientific and commercial, as to the fundamental importance of bud selection. For example, in a short survey of one large commercial peach orchard in Central California last summer we found eighteen very striking limb sports in the trees of four leading canning varieties. Equally marked limb sports were found last summer in Bartlett pear trees, French prune trees and apricot trees.

Our citrus work has proved beyond all question the vital importance of bud selection in the propagation of the citrus I am very happy to find additional proof that the same principle applies in the propagation of deciduous fruits. I feel sure that none of us realize as yet the full possibilities of this work.

I would like to have you send your book to the following addresses, if possible. I am sure that it will be appreciated and that it will be of service. I would also like several extra copies for our use here if it is not asking too much.

Very truly yours,

A. D. SHAMEL, PHYSIOLOGIST.

MICHIGAN AND MASSACHUSETTS INVESTIGATE

The results of the research work of the Greening Nursery Company had by this time become so important that Dr. V. R. Gardner, Director of Horticulture, Michigan State College, called our Mr. Edward G. Greening and Mr. Roy E. Gibson, (Chief of Greening Research) into conference at Lansing, looking toward interesting Prof. Brooks D. Drain of Massachusetts College, in further investigation that would receive the official approval of the two State Experiment Stations.

Now after several years of close association with The Greening Research Division, whose work had been started years before, Prof. Drain writes in The Michigan Quarterly Bulletin of November, 1928, —Page 78—these words: **BUD SPORTS OF DECIDUOUS FRUITS INDICATE THAT WORTH WHILE VARIATIONS CAN BE PERPETUATED BY VEGETATIVE REPRODUCTION.** Further, Prof. Drain writes: "The study (conducted by Drain) has been greatly aided by the co-operation of Mr. Roy Gibson of The Greening Nursery Company of Monroe, Michigan, who through long intimate acquaintance with literally thousands of commercial fruit plantations, has had exceptional opportunities to note the occurrence of 'Bud Sports.'"

Thus, this tribute of Prof. Drain to the research work of The Greening Nursery Company, acknowledges the "pioneer work" of Greenings and unqualifiedly endorses our contentions, that worthwhile characteristics of trees and limb sports—can be perpetuated and we add—Greenings have been doing that very thing for years.

The interest of Dr. Gardner and the work of Prof. Drain, in conjunction with The Greening Research Department, is a substantiation of The Endorsement of the United States Department of Agriculture.

GREENING RESEARCH CONSTRUCTIVE

Greening Research has brought even to the Agricultural Colleges so many provable facts of outstanding character on the value of bud selection, that one of America's foremost College authorities wrote our Mr. Gibson—"The more I study about the things that you brought to our attention last week, the more I am convinced of the value of the work you are doing. You gave us some new slants on bud selection and with this information we will push our work along rapidly."

"You are doing far reaching, constructive work. I wish to thank you for one of the most profitable days that I have spent in a long time."



GREENING'S MAMMOTH CELLARS

Born 1850
Still Growing

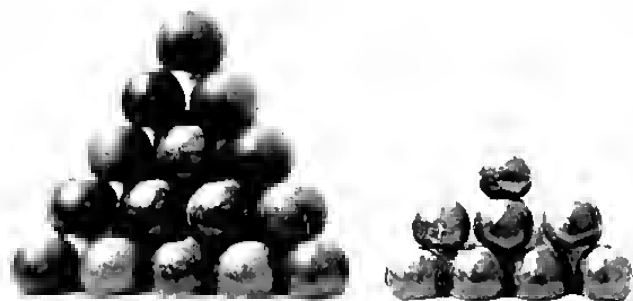
Greening's BIG Nurseries

Monroe
Michigan



Photo No. 3—Baldwin Tree No. 2—Orchard of A. G. S. S.—K. Mich. Here is a wonderful Baldwin tree. Note its beauty of shape and size. This tree produces unusually fine apples in annual crops and in enormous quantity.

THIS IS A SUPER-SELECT STRAIN PARENT TREE



Illustrates average difference in size and production of Jonathan trees No. 1 and No. 6 in apple record No. 33, orchard of R. A. C., Mich., from 1919 to 1926. The tree No. 1 has been chosen for parent tree, because it produces in about the percentage shown, or fifteen to eight. The eight apples were taken from tree No. 6. Note size of apples, fifteen taken from tree No. 1, and those picked from tree No. 6.



Photo No. 26—Jonathan Apple No. 1—Orchard of R. A. C., Mich.—The legend above indicates that

THIS IS A SUPER-SELECT PARENT TREE

Eminent Authorities Agree

This illustration is from a photograph of the late Luther Burbank, sent to us in 1924.



The late Luther Burbank acknowledged, as a world's authority on horticulture, wrote us in 1924, "It is only a matter of time when all growers will select their trees from a nursery which selects buds from known parent trees."

Forrest Crissey—a practical Horticulturist and authority—wrote years ago in the Saturday Evening Post, "There are so many advantages in favor of pedigree trees—so many chances that they will pay the extra cost many times over—that the shrewd orchardists will figure that they cannot afford not to insure their enterprise with these advantages." Greening's "Super-Selected" Strains of fruit trees are the trees that Mr. Crissey recommends.

GREENING'S CUSTOMERS TESTIFY

NATION WIDE ENDORSEMENT OF GREENING PRODUCTS

Greening Nursery Co., Monroe, Mich.

Your Mr. Roy Gibson called on me this morning and I gave him an order for trees for next spring's planting for my orchard.

The trees purchased from you and planted in the spring of 1926 are very satisfactory and I wish to thank you for the courtesy and assistance given me by Mr. Gibson.

The varieties purchased are satisfactory and true to name and we had about two hundred bushels of peaches this year.

Yours very truly,

FABIUS FARMS,

A. L. Jones, Owner.

Member
Ashtabula
Chamber
Commerce

HERMAN S. BOWDLER

—Wholesale—

Grower & Shipper

Quality First

FRUITS AND VEGETABLES

"Dairy Maid" Butter—Eggs—Cheese

Fruit Farm
Kingsville, O.
Bell Phone:
Little Falls,

ASHTABULA, OHIO, April 8

The Greening Nursery Co., Monroe, Mich.

Gentlemen:

Enclosed you will find order for Apple and Peach Trees, amounting to \$192.00. I am enclosing check for 25% or \$123.00.

Please ship same to Kingsville route Nickel Plate R. R. and balance you can attach draft of Bill of Lading or bill regular terms, as you prefer.

I am ordering bulk of my trees this year from you, not because of price but of quality of fruit produced by trees sold by you in this section.

Yours very truly,

HERMAN BOWDLER

Phelps, New York, Jan. 30th, 1929

The Greening Nursery Co., Monroe, Mich.

Gentlemen:

I would like to have you increase my order for South Haven Peach trees from 150 to 175. I gave the order to Mr. Gibson in Rochester.

The South Haven is the most satisfactory peach I have ever fruited.

Yours truly,

F. A. SALISBURY

Downington, Pa., September 16th

The Greening Nursery Co., Monroe, Mich.

Gentlemen:

We are greatly pleased with the South Havens. The South Havens ripened with us with Slappey and the last of the Carmans and Altons and were all picked before Belle, Champion and Rays. We sell mostly at curb market and everybody that tried them would usually come back and ask for more. They will easily sell at a premium while white peaches ripening at the same time are drab.

Very respectfully,

ROMIG BROS.



Photo No. 4—Yellow Transparent Tree No. 5—Orchard of J. M. C., Mich. This tree as indicated by photograph, is a specimen, and annual bearer and very prolific. YES, IT IS A PARENT TREE.



Photograph No. 36—Dutchess Apple—Tree No. 1—Orchard of C. M. B.—S. H., Mich.—A very select "Parent Tree" that has annual and heavy bearing, also color, as outstanding characteristics that have been perpetuated.



Photo No. 30—R. I. Greening Tree—Orchard of E. E. B.—S. H., Mich. A very fine young tree—large fruit—carefully checked since 1920—bore two apples in 1921—has borne increasing crops each year. In its sixth year it bore 1160 forty-six magnificent apples.

NOW A GREENING PARENT TREE

GREENING RESEARCH

The United States Department of Agriculture considered our Research work of such great importance, that Professor A. D. Shamel, of the United States Department of Agriculture, Riverside, California Station, visited our Mr. Gibson and spent some time with him and Professor Drain, of the Massachusetts Agricultural College in checking up on the work that Mr. Gibson and Professor Drain have been doing.

In commenting upon this work, Mr. Gibson briefly states that our work covers every factor or characteristic of all commercial varieties of deciduous tree fruits. Early bearing—annual bearing—vigor and shape of trees—production. Size—shape—color and quality of fruit. Then there are soil observations—elevation—culture—spraying and fertilizing and pruning which are considered and recorded. In apples and pears there is blight infection and cankers to watch for. In peaches—disease is one of the most important considerations.

Methods vary as between kinds of fruits as between apples and cherries.

In color selections the "mixed" apple is the guide. This applies to all colored varieties.

In size selections, like in Montmorency Cherries, we go over thousands of trees, selecting a few trees from each orchard which have large cherries. The trees are marked and numbered for future observations and performance records. In getting size records in cherries the largest specimens from each tree is picked and put in paper sacks properly numbered. Trees are graded from these sacks. The number of cherries taken for 2 oz. is the standard used.

In Bartlett pears we have worked in twelve different orchards containing thousands of trees. In addition to size and production we consider shape or form to eliminate the round or Kieffer shaped Bartlett. In this work we measured as well as weighed the specimen pears from each tree.

Although the aim in all cases is the same, to eliminate the undesirable and propagate from the good money making types, the methods are different according to the needs of the variety.

Thus, it will be seen that there is unending detail in Greening Research, but it is the accurate knowledge of this detail that makes us certain of the value of the work we are doing, and at the same time enables us to propagate trees that have shown outstanding and valuable characteristics.



The illustration here used is from a picture taken by Professor A. D. Shamel, of the United States department of agriculture. The picture shows Mr. Gibson, head of The Greening Research, and Professor Drain, of Massachusetts Agricultural College. The "kit" contains white paint, turpentine, black paint, brushes, tape for measuring trees, sacks, three kinds of tags, pruning shears, knives, pencils, string, field book and space for carrying sacks of specimen fruits.



THE GREENING EXHIBIT OF BUD SELECTION AT THE MEETING OF THE AMERICAN POMOLOGICAL SOCIETY AND THE MICHIGAN HORTICULTURAL SOCIETY, HELD AT GRAND RAPIDS, MICHIGAN, DECEMBER, 1926. This educational exhibit illustrates results achieved through the "GREENING SYSTEM OF RESEARCH" operations, during twenty years of study and observation in Bud Selection and limb variation, in securing improved, select strains of our American varieties of fruit. More than one thousand prominent horticulturists visited this extraordinary exhibit during the meeting.



So much has been written and said about the "South Haven" Peach, that we feel a picture of this "Grand Old Mother Tree" will be interesting to many. Here is a tree that under the Greening Research and Greening propagation methods—has added millions of dollars to the incomes of the growers of South Haven Peach.



"Did you ever see Red Grand Duke Plums?" They are just like purple Grand Dukes except they are red and have a fine stripe of yellow running down one side. This tree is a good illustration of bud or limb spotting. The limb pointed white, indicated by the arrow, bears these Red Grand Duke plums, the balance are the true purple Grand Duke.

Photo No. 31—Grand Duke Plums—Var. Orchard of W. and W. F. W. Mich.



Another limb or bud variation—The limb pointed white, on this Montmorency Cherry—always bears HEART SHAPED Montmorency Cherries.

Photo No. 27—Montmorency Cherry—Var. Orchard G. H. W. S. Mich.



The letters painted on the limbs of the tree here shown, indicate the designation of limb variation as shown in the records of The Greening Research Division. Here is a "Close up" of a tree that shows wide variation in the two limbs, even the leaf character and habit varies.

One limb shows the desired annual bearing habit, while the others vary. No "Parent Stock" is cut from such trees. Greening Research provides AGAINST the use of indifferent stock just as it provides for the use of stock from outstanding trees.

Photo No. 45—Montmorency Cherry—Orchard of A. T. H. Mich.

The Greening Nursery Co., Monroe, Mich.

Mehoopany, Pa., Dec. 20th

Gentlemen:

The Five Hundred South Haven Peach trees are growing good, and we had some very fine peaches last season. We gave away some of the peaches to help advertise the variety, and all pronounced them far above the Elberta.

Nearly all Elberta Peaches were killed by frost in our orchards, however, the South Haven came thru and bore full crops according to size.

Very truly yours,

J. WILSON LOTT

St. Davids, Ontario, Canada, Sept. 6th

The Greening Nursery Co., Monroe, Mich.

Gentlemen:

A few weeks since I picked ten baskets of fruit from my South Haven trees, which I planted two years ago. I must say they are very fine, and would ask you to place my order for some more.

Kindly advise price at this time and oblige.

Yours very truly,

C. A. STEVENSON

Taylorville, Ill., Saturday Morning, August 17th, 1929

To The Greening Nursery Co., Monroe, Mich.

Dear Sirs:

In reply to yours of recent date, will say I have 47 six year old South Haven Peach Trees bought of you that will average over Six Bushel per tree, and I get \$2.00 per bushel for them. I also have 100 of them two year old that bore about one peck each.

I believe it is the best peach grown. I began picking them the 8th of this month and they sell readily at \$2.00 per bushel. My neighbor across the road from my orchard is selling his best kinds at \$1.50 per bushel. I have sold them the past week to people from Detroit, Michigan, Springfield, Ill., Decatur, Ill., Mount Pulaski, Ill., Vandalia, Ill., Paris, Ill., Virden, Ill., Pawnee, Ill., and other ones a distance from here. All paying \$2.00, and they could get other varieties at their homes for \$1.50. These cities mentioned are from 30 to 75 miles distant from here.

Yours truly,

G. W. LIVERGOOD

INSURE AGAINST CHANCE

GREENING'S SUPER-SELECTED STRAINS

Mean Knowledge Instead of Uncertainty

All Greening trees are improved trees, but notwithstanding years of continuous research it has been impossible to locate parent trees of all varieties, that meet the high standard of superiority that we require to entitle them to become parent trees for the propagation of Greening Super-Selected Strains.

Many outstanding trees have been found, and their meritorious characteristics perpetuated; they include a number of varieties of Super-Select strains of APPLES, PEARS, PEACHES, CHERRIES, PLUMS. However stocks are necessarily limited and are offered subject to being unsold upon receipt of your order.

We are always glad to quote prices on quantity, or on items in which you may be interested.

GREENING'S SERVICE DEPARTMENT

If there is information which you desire on any subject pertaining to nursery products, such as planting, pruning, spraying and culture, we will gladly forward this information upon request. We are never too busy to give you the best possible service.

Sincerely,

THE GREENING NURSERY CO.



HERE ARE THE TREES

The illustration above shows the late Charles E. Greening, holding three bundles of commercial orchard trees. This picture indicates the quality of stock that we ship to Greening customers. Note the heavy root action. We also call your attention to the clean bright growth. The bundle of trees to the right contains Greening-Super-Selected Strains of Peaches. The bundle in the center contains Greening-Super-Selected Strains of Apples and the bundle to the left Super-Selected Strains of Cherry trees.

GREENING QUALITY NURSERY PRODUCTS

are the best that years of experience and the most modern equipment can produce.

GROWN RIGHT—PACKED RIGHT—SHIPPED RIGHT



Here is illustrated other variations of character in a Montmorency Cherry—the tree is normal in every other limb except the one indicated by the arrow. This limb having a full crop of true Montmorency Cherries—except that the cherries on this limb ripen a full two weeks later than the rest of the trees.

Photo No. 33—Montmorency Cherry—Orchard A. T. H. Mich.



Variations occur in all kinds of trees. Here is a splendid Elberta peach tree in one of the finest orchards in Ohio. The tree bears beautiful fruit except the limb indicated by the arrow—this too, has excellent fruit but every peach on this limb is three weeks later in ripening. If an excellent LATE ELBERTA was desirable, this limb would furnish "bud stock" for propagation.

Photo No. 15—Elberta Peach—Orchard of W. W. F. W., Ohio.



GREENING'S TREE PERFORMANCE RECORD

This book—illustrated above—contains the records of many years of nation wide, exhaustive research, into commercial as well as home fruit growing in its every phase.

Greening Research had its beginning more than a quarter of a century ago and prior to the recording of performance, started in 1917 many thousands of trees were under close observation in many sections.

In this book, illustrated above, will be found the detail records and photographs of more—specifically outstanding—parent trees, than has ever been compiled by any other firm or individual.

Back of these records are thousands of miles of travel. The close examination of soils, the study of climatic conditions and the methods of cultivation, pruning and spraying of the trees under observation and record, but most important of all is the sincere desire to propagate—for fruit tree buyers everywhere—the very best strains of trees that the latest advanced practice can produce.

Greening's Trade-Mark Designed to PROTECT YOU

The trade mark of The Greening Nursery Company is a pictorial symbol, with a message, that carries an importance, measured by security, for the buyers of Nursery Products.

Sterling on Silver—Wedgewood on Pottery, Karpen on Furniture, all have a significance, that dispels doubt in the mind of the purchaser and so with the Greening Trade Mark—Trees You Can Trust—there is the assurance that comes from a record of Seventy-Nine years of keeping the faith.

The wondrous alchemy of nature assisted by the constructive intelligent work of the experienced Greening grower, has unfolded the embryo of seed or developed the bud or scion into a merchantable tree or shrub, but that in itself is of little importance to mankind, unless careful methods have perpetuated or evolved some meritorious fruit or flower.

As a symbol of careful, persistent methods—as a mark of inherent good quality—as a decoration for seal attainment—the Greening Trade Mark is in truth the seal that is the distinguishing label for

TREES YOU CAN TRUST

To avoid uncertainty as to parentage—to insure all that intensive and extensive research and advanced science has proved of value—to both the amateur and commercial grower, look carefully for—and insist on having—that distinguishing Greening Trade Mark for it is—



**The Seal
of
Quality**



Born 1850
Still Growing

Greening's BIG Nurseries

Monroe
Michigan



HERE!

are kept in fireproof vaults, the records, or pedigree, of the parent trees from which are propagated Greening's Super-Selected Strains of fruit trees. These trees are the products of knowing definitely what to do and consistently doing it.

The Greening Nursery Co. Dryville, Berks County, Pennsylvania
Monroe, Michigan. August 29th, 1928.

We are in the midst of picking South Havens from four-year trees, which are giving us over five baskets apiece and they sure are nice. We are getting 20-30¢ above the other varieties on the market. Some of the dealers say that it is the best tasting peach they have had this season.

We are very much interested in your super-selected trees and we are asking you to please book our order for 250 super-selected Baldwin's, 5 feet and up for next spring delivery.

What other varieties have you in the super-selected?

Yours very truly,

STONY RIDGE FARM.

(Signed) Per Geo. H. Bokor, Manager.



OFFICE OF THE GREENING NURSERY COMPANY

in the atmosphere of experience, acquired over a period of more than three-quarters of a century of service to the American Public, are formulated plans for production and distribution of Greening's Super-Selected Strains and other quality nursery products.



Greening Nursery Co.,
Monroe, Michigan.

Noire Dame, Indiana.

April 25th.

The two hundred trees which you sent us were received Saturday in perfect condition. I want to state that I think they are about the finest trees I have ever inspected. The roots seemed very strong and well branched. I wish to thank you most heartily for your co-operation in sending us these trees. If you are ever in this section of the country, I would be pleased to have you visit us. You may be assured that we will do our best to turn whatever business we can in you.

Sincerely yours,

B. W. SCHEIB,
Director of Agriculture,
University of Notre Dame.



HAMMERS AND WRAPPERS

An aggregation of skilled workmen in the process of loading trees. A small army of active people selected from the most reliable, skilled and intelligent help at the nursery. With this force we are able to bud about 85,000 trees per day. The facilities are carefully guarded against mixture.

Greening's Facilities Unexcelled

We have built up every division of our business until it represents the maximum of present day development.

In 1850—only the crudest kind of machinery was available and its use imposed the full measure of physical effort.

As the years advanced—improved machinery—increased facilities—and experience—contributed to the production and distribution of the best nursery products of the times.

Then came the motor age—tractors for fast and thorough soil preparation—motor cultivators for rapid and efficient cultivation—power spraying machinery for disease prevention and insect control—power digging machinery, doing this very important work with speed and much better than could be done by hand—speedy heavy-duty trucks for transportation—made possible large area operation and facilitated nursery production to a stage not even dreamed of in 1850—1875—or 1900.

Storage buildings and their attendant machinery—considered truly marvelous in their day—have given way to the most modern storage facilities in the world.

Packing and packing materials have been improved until today, the certainty of delivery in first class condition is assured.

A modern office building with the latest and most efficient office machinery, fireproof vaults, etc., has been built expressly for this business.

We believe we are consistent in the statement that for service

GREENING FACILITIES ARE UNEXCELLED

When you place an order with us, you can feel that the best nursery stock will be used in filling the order. You may be assured that it has been grown under proper conditions. You may know that we will exercise our judgment as to the proper time to ship—thus avoiding for you—any loss that might arise from congested traffic or weather conditions.

Last, but not by any means least, so great is our confidence in the inherent goodness of Greening Products, that we unhesitatingly protect you with the GREENING'S DOUBLE GUARANTEE.

First—We unqualifiedly guarantee all stock to be true to name. Second—We guarantee all stock to have been properly packed and also safe delivery to you.

If for reasons beyond our control such as delay in transportation, etc., or if through error any stock should prove untrue, The Greening Nursery Company will, without condition, replace or refund the purchase price.

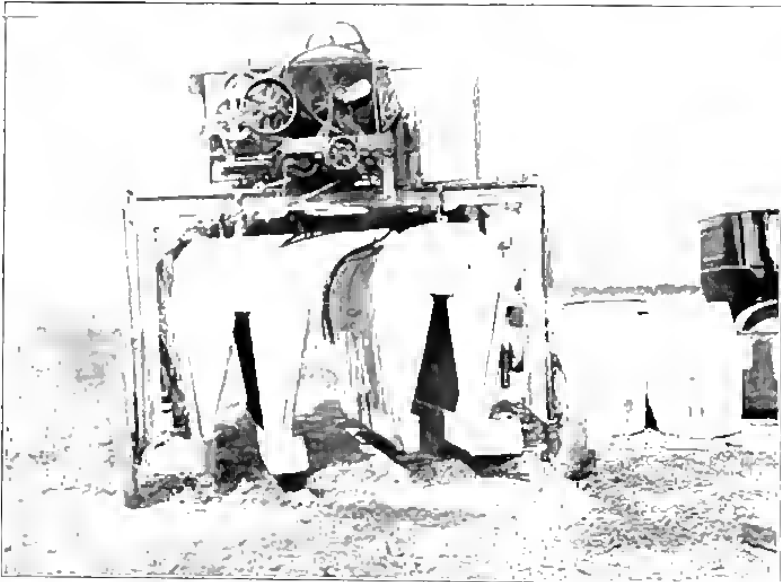
There are of course conditions of planting and weather that may affect the future of all plantings. Over these conditions we have no control, consequently—

The Greening Nursery Company assumes no responsibility other than the unusual conditions set forth in our double guarantee.

THE GREENING NURSERY COMPANY

Monroe, Michigan

BORN 1850—STILL GROWING



A GREENING LIQUID SPRAYER

To meet the exacting requirements of speed, thorough work, we have tried out many machines, but to cover our large areas, we were compelled to design and build in our own machine shop, the most efficient machine that is to be found in the trade.

Motor driven—this machine—thoroughly sprays ten rows at one passage. Liquid spray material under high pressure is thrown over the trees in the machine passes, and all surplus liquid is caught by the aprons and returned to troughs from which it is again pumped up and re-sprayed.

Since—with this machine—the trees are enclosed within the sprays—extra service at bark, bud and leaf is subjected to the penetration of the spray material.

Experts pronounce this the most thorough and at the same time, the speediest spray machine that they have ever seen.



The illustration above shows the loading of packed cases. Hand labor is entirely eliminated. These heavy cases are loaded in the waiting trucks and placed therein without man labor. This special loading machine like practically all other machinery we designed and constructed in our own machine shop.



GREENING POWER DIGGER

When a Greening Tree has developed in the size that it is ready for shipment, it is dug and made ready for market.

It would be impossible to dig the many miles of rows by hand, but even if that were possible, we would not do it because hand digging does not get all of the roots. The illustration above shows a Greening machine—developed in our own shop, that does a perfect job.

Drawn by heavy cables with the direct forward pull of the cable winding upon drums, there is a clean cutting and no laceration of roots.

A study of this illustration shows that the machine gets the whole roots and fills the tree with all roots intact.

Proper practice in growing and cultivation, has its culmination in right digging and packing, and delivery in proper condition for planting.

GREENING'S DO IT RIGHT



The illustration above pictures a corner of our box factory. Here are made the thousands of packing cases that are used in the shipping of Greening Quality Nursery Products. Many carloads of lumber are annually used in the manufacture of these packing cases.



The picture above illustrates an assembly section where the various nursery products are brought together for inspection, bundling and packing. The specially designed carts are a product of our own machine shops. From these carts, which are used in gathering the items, the assembled trees are packed.



This illustration pictures a corner of the Order Assembly Section where trees in accordance with the orders, are placed in bins ready for transportation to the Packing Department. Note the steel construction and illustration shown in this picture and the others. The several pictures illustrate America's most modern storage cells.